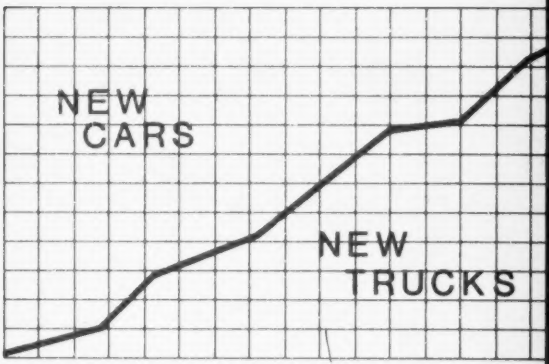
C7715-31

POCKET SUMMARY

MARCH 1990

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	19,472	17,656	10.30	1.80	2.07
LEBARON	6,957	7,401	93.97	.63	.87
NEW YORKER	4,724	8,068	53.35	.56	.94
5TH AVE	90	1,499	6.00	.01	.18
IMPERIAL	699			.07	
DODGE	2,612	787	231.90	.12	
DAYTONA	4,861	6,101	79.71	1.67	4.55
SHADOW	5,457	6,716	85.44	.37	.75
SPIRIT	1,495	4,525	80.55	.37	.80
DYNASTY	1,015	1,045	150.70	.37	.58
ARIES	181	1,016	74.68	.01	.21
PLYMOUTH	1,361	1,216	92.82	.05	.16
HORIZON	2,085	2,415	90.65	2.15	2.76
SUNDANCE	4,734	7,059	67.05	.50	.30
ACCLAIM	7,570	5,852	136.27	.62	.84
RELIANT	915	1,116	81.99	.03	.69
LASER	105	1,015	10.34	.01	.16
EAGLE	4,466	1,117	399.82	.53	.11
PREMIER	1,161	1,117	103.94	.09	.07
TALON	3,305	4,114	80.34	.27	.37
CHRYSLER CORP	83,176	89,885	92.54	8.58	10.21
FORD	33,139	33,950	97.61	3.42	3.85
ESCORT	22,214	24,502	90.66	2.29	2.45
PROBE	9,181	11,128	84.51	.95	1.45
MUSTANG	12,852	14,211	83.05	1.40	2.02
TEMPO	18,111	18,648	97.12	2.14	2.14
TAURUS	27,148	28,648	94.76	2.80	3.19
CROWN VICTORIA	8,214	9,513	86.33	.85	1.12
THUNDERBIRD	8,602	11,995	71.71	.89	1.54
LINCOLN	21,316	19,614	108.67	2.20	1.85
MERCURY	21,316	19,614	111.33	2.20	1.85
TOPAZ	5,292	5,914	89.49	.55	.78
SABLE	8,411	9,274	90.70	.87	1.23
COUGAR	7,613	9,966	76.39	.79	1.32
GRAND MARQUIS	3,562	3,304	107.80	.37	.15
LINC/MERC DIV	5,175	4,156	124.52	.53	.09
FORD MOTOR CO	62,630	63,720	98.29	6.46	8.11
BUICK	13,894	15,114	91.93	1.43	2.42
SKYHAWK	118	345	34.20	.01	.03
SKYLARK	2,119	2,775	76.36	.22	.25
CENTURY	10,747	9,371	114.69	1.11	.65
REGAL	10,629	7,862	135.19	1.10	1.50
LESABRE	7,579	9,203	82.35	.78	1.34
RIVIERA	1,816	1,703	106.63	.19	.19
REATTA	1,348	1,319	102.20	.14	.09
CADILLAC	2,734	2,789	98.03	.28	.07
ALLANTE	1,204	1,255	95.92	1.09	2.81
ELDORADO	2,014	2,930	87.71	.21	.23
SEVILLE	2,854	3,615	78.95	.29	.36
CHEVROLET	61,232	63,111	97.02	6.32	7.24
PRIZM	8,681	2,988	290.53	1.11	1.33
CELEBRITY	3,605	3,941	91.48	.37	.74
LUMINA	13,162	11,132	118.23	1.36	1.82
CORSICA	8,140	11,476	70.93	.84	1.52
BERETTA	8,744	11,276	77.55	.90	2.52
CAVALIER	24,553	27,113	90.55	2.53	1.60
CAMARO	5,364	4,553	117.79	.55	1.20
CORVETTE	1,783	1,712	104.15	.18	.20
OLDSMOBILE	15,778	15,444	102.16	1.63	1.20
CALAIS	1,621	1,777	91.22	.17	.91
CUTLASS CIERA	11,154	11,865	93.99	1.15	1.10
CUTLASS	11,053	9,558	115.64	1.14	1.12
TORONADO	1,365	1,776	175.90	.14	.09
PONTIAC	17,787	17,317	102.70	1.83	1.91
SUNBIRD	7,961	8,614	92.41	1.03	1.01
GRAND AM	14,305	13,554	77.20	1.85	2.78
6000	7,745	9,158	74.63	.61	.75
BONNEVILLE	5,868	8,834	67.78	.77	1.04
FIREBIRD	3,078	4,211	73.09	.40	.68
GRAND PRIX	9,243	14,738	64.34	1.20	1.69
GEN. MTRS. CORP	27,810	31,755	87.58	3.6	37.11
OTHER DOMESTIC	4	6	50.00		
OTHER IMPORT	26,114	25,769	101.34	14.35	10.24
U.S. TOTAL	191,765	251,769	90.69		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% INC		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	18,267	17,869	-2.18	1.21	2.27	233,353
LEBARON	15,445	20,136	-23.31	1.03	1.87	52,708
NEW YORKER	4,114	6,645	-38.09	.27	1.13	17,244
5TH AVE	112	1,422	-92.12	.01	.14	1,973
IMPERIAL	471			.03		1,467
DODGE	65,549	104,786	-37.45	4.36	9.49	294,893
DAYTONA	9,388	14,250	-34.11	.62	1.29	44,119
SHADOW	8,237	13,338	-38.24	.55	1.20	38,579
SPIRIT	21,803	37,697	-42.16	1.45	3.41	71,008
DYNASTY	22,955	29,076	-21.05	1.52	2.63	77,187
ARIES	2,966	9,425	-68.52	.20	.85	23,000
PLYMOUTH	50,198	62,462	-19.63	3.34	5.66	155,589
HORIZON	8,116	8,215	-1.21	.54	.74	30,411
SUNDANCE	12,569	19,147	-34.36	.84	1.73	39,894
ACCLAIM	24,147	27,252	-11.40	1.61	2.47	85,907
RELIANT	5,217	7,848	-33.51	.35	.71	28,866
LASER	112	1,020	-89.02	.01	.09	10,502
EAGLE	1,194	1,801	-33.70	.08	.16	18,815
PREMIER	1,163	1,801	-35.42	.08	.16	10,897
TALON	31			.00		7,918
CHRYSLER CORP	135,208	186,918	-27.66	9.00	16.93	783,153
FORD	1,377,307	1,291,135	6.67	91.64	116.96	5,174,153
ESCORT	437,061	382,161	14.36	29.08	34.62	1,268,647
PROBE	15,621	21,859	-28.54	1.04	1.98	144,260
MUSTANG	28,122	45,165	-37.74	1.87	4.09	155,545
TEMPO	58,484	53,611	9.09	3.89	4.86	164,384
TAURUS	164,621	134,010	22.84	10.95	12.14	434,595
CROWN VICTORIA	24,854	24,513	1.39	1.65	2.22	110,136
THUNDERBIRD	21,124	23,578	-10.41	1.41	2.14	100,383
LINCOLN	15,581	16,288	-4.34	1.04	1.48	72,009
MERCURY	98,949	108,974	-9.20	6.58	9.87	397,971
TOPAZ	9,124	10,887	-16.20	.61	.99	40,185
SABLE	27,782	27,799	-.06	1.85	2.52	80,449
COUGAR	7,854	23,600	-66.72	.52	2.14	12,217
GRAND MARQUIS	14,923	25,124	-40.61	.99	2.28	39,119
LINC/MERC DIV	1,930	2,552	-24.41	.13	.23	11,168
FORD MOTOR CO	1,592,031	1,539,962	3.38	105.91	139.55	6,156,951
BUICK	102,653	121,088	-15.22	6.83	10.97	465,338
SKYHAWK	611	1,407	-56.57	.04	.13	5,060
SKYLARK	2,347	3,131	-25.04	.16	.28	17,119
CENTURY	20,141	19,206	4.87	1.34	1.74	84,768
REGAL	12,918	27,262	-52.62	.86	2.47	115,842
LESABRE	15,716	27,018	-41.84	1.05	2.45	79,315
RIVIERA	4,545	7,324	-37.94	.30	.66	19,828
REATTA	1,855	1,739	6.67	.12	.16	19,119
CADILLAC	11,606	6,787	71.04	.77	.62	7,929
ALLANTE	665	661	1.00	.04	.06	1,297
ELDORADO	5,235	1,623	69.24	.35	.15	1,512
SEVILLE	5,712	4,010	42.44	.38	.36	3,050
CHEVROLET	510,858	511,744	-.17	33.98	46.36	2,150
PRIZM	7,470	7,744	-3.54	.50	.70	135,854
CELEBRITY	7,317	5,588	30.95	.49	.51	70,470
LUMINA	52,439	1,115		3.49	.10	10,055
CORSICA	4,517	3,013	49.91	.30	.27	10,648
BERETTA	15,647	10,711	46.08	1.04	.97	19,067
CAVALIER	70,865	74,851	-5.32	4.71	6.78	145,718
CAMARO	15,780	25,917	-39.11	1.05	2.35	102,280
CORVETTE	4,451	4,118	8.09	.30	.37	9,705
OLDSMOBILE	121,557	151,484	-19.75	8.09	13.72	22,810
CALAIS	21,553	31,822	-32.27	1.43	2.88	65,706
CUTLASS CIERA	30,079	47,871	-37.17	2.00	4.34	35,950
CUTLASS	29,865	48,245	-38.09	1.99	4.37	134,161
CORONADO	1,061	2,092	-49.28	.07	.19	11,598
PONTIAC	136,881	173,886	-21.29	9.11	15.75	9,765
SUNBIRD	24,595	37,206	-33.89	1.64	3.37	69,457
GRAND AM	44,400	51,514	-13.81	2.95	4.66	102,858
6000	12,590	18,660	-32.53	.83	1.69	20,622
BONNEVILLE	16,805	23,058	-27.12	1.12	2.09	69,254
FIREBIRD	5,532	12,132	-54.39	.37	1.10	89,199
GRAND PRIX	27,597	29,316	-5.86	1.84	2.65	55,666
GEN. MTRS. CORP	1,156,193	1,448,274	-20.16	76.93	131.17	1,119,584
OTHER DOMESTIC	18	1	1700.00	.00	.00	548,000
OTHER IMPORT	1,139,307	1,116,022	2.09	75.81	101.09	794
U.S. TOTAL	2,788,554	2,756,157	1.18	185.54	249.66	7,112,067

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	1043	25.39	28956	32266	89.73	26.63	25.24
CHRYSLER	22	.05	82	-	-	.07	-
DODGE	397	9.82	12384	13347	92.78	11.23	11.13
FORD	1217	30.11	33620	34970	96.14	29.07	29.17
FREIGHTLINER	20	.52	612	698	87.68	.53	.58
G.M.C.	275	6.76	7936	8529	93.05	6.80	7.11
HINO	22	.05	54	52	103.22	.05	.04
ISUZU	121	3.01	2885	2485	116.07	2.49	2.07
IVECO	22	.05	52	45	115.56	.05	.04
JEEP	172	4.26	5027	5714	87.97	4.35	4.82
JOHN DEERE	3	.10	96	167	57.92	.08	.14
KENWORTH	15	.38	384	488	78.78	.33	.41
MACK/MIDLINER	15	.38	412	680	60.58	.36	.57
MERCEDES BENZ	1	.02	40	49	81.63	.04	.04
MITSUBISHI FUSO	2	.07	73	92	85.79	.07	.08
NAVISTAR	54	1.34	1553	1855	84.22	1.35	1.55
OLDSMOBILE	15	.39	398	-	-	.34	-
PETERBILT	11	.23	356	485	69.41	.29	.40
PLYMOUTH	111	2.75	5094	4358	116.87	4.40	3.64
PONTIAC	20	.51	596	-	-	.74	-
SCANIA	1	-	34	30	113.33	-	-
UD	1	.04	43	41	106.10	.04	.03
VOLVO	1	.02	21	32	65.46	.02	.03
WESTERN STAR	9	.22	27	40	69.33	.02	.03
WHITEGMC	1	.14	34	48	71.81	.30	.40
OTHER IMPORTS	216	12.76	13886	14879	94.00	12.09	12.41
MISC. DOMESTIC	3	.12	13	80	16.25	.12	.07
U. S. TOTAL	4044		15695	19408	26.45		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-25	GVW 7 25-33	GVW 8 33 & OVER
CHEVROLET	18423	11386	1665	409	43	1758	1534	49
CHRYSLER	82	-	-	-	-	-	-	-
DODGE	3335	8051	-	-	-	-	-	-
FORD	15955	15062	-	-	-	-	-	-
FREIGHTLINER	-	-	-	58	8	120	525	2041
G.M.C.	5628	3758	505	225	519	853	3560	6190
HINO	-	-	61	-	33	147	238	114
ISUZU	2536	-	2139	170	75	912	137	-
IVECO	-	5	321	125	46	34	-	-
JEEP	5025	18	-	-	-	-	-	-
JOHN DEERE	-	-	27	744	197	-	-	-
KENWORTH	-	-	-	-	-	-	70	3777
MACK/MIDLINER	-	-	-	-	-	257	477	3386
MERCEDES BENZ	-	-	-	-	-	139	210	-
MITSUBISHI FUSO	-	-	437	-	179	55	135	-
NAVISTAR	-	-	-	13	21	2506	5475	6616
OLDSMOBILE	3389	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	101	3263
PLYMOUTH	5094	-	-	-	-	-	-	-
PONTIAC	5886	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	34
UD	-	-	159	-	148	55	77	-
VOLVO	-	-	-	-	-	-	199	17
WESTERN STAR	-	-	-	-	-	-	-	270
WHITEGMC	-	-	-	-	-	-	-	3479
OTHER IMPORTS	13952	340	-	-	-	-	-	-
MISC. DOMESTIC	107	101	-	8	8	254	25	849
TOTAL	74329	39161	7382	7539	1332	8152	19351	30403
1989 TOTAL	156116	35231	8702	8359	2129	10785	21063	38857
1990 vs '89	98.2%	96.2%	84.82	90.19	62.60	75.56	91.87	78.24

REGISTRATIONS FROM THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.
MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	15049	.70	11339	.49
CHEVROLET SPECTRUM/STORM	23771	1.11	13529	.58
CHRYSLER CONQUEST	654	.03	1615	.07
DODGE COLT DL/SW	4041	.19	8016	.34
DODGE COLT VISTA SW	612	.04	1805	.08
EAGLE MEDALLION	1	-	2054	.09
EAGLE SUMMIT	3578	.17	5376	.23
FORD FESTIVA	15592	.73	18835	.81
GM LOTUS	26	-	46	-
L-M XR4	175	.01	1891	.05
L-M SCORPIO	123	.01	3827	.16
MERCURY CAPRI				
MERCURY TRACER	4544	.21	11661	.50
PLYMOUTH COLT DL/SW	4152	.19	7260	.31
PLYMOUTH COLT VISTA SW	1	-	1698	.07
PONTIAC LEMANS	5879	.27	13162	.56
OTHERS	1260	.06	145	.01
TOTAL DOMESTIC SPONSORED IMPORTS	80459	3.76	101439	4.34
OTHER IMPORTS				
ACURA	31028	1.45	31804	1.35
AUDI	4595	.21	4499	.19
BMW	13442	.63	18294	.78
HONDA	162576	7.59	148716	6.37
HYUNDAI	33241	1.55	49507	2.12
INFINITI	151	.01	-	-
ISUZU	1019	.05	4486	.19
LEXUS	11938	.56	-	-
MAZDA	52561	2.46	52527	2.25
MERCEDES BENZ	16547	.77	17082	.73
MITSUBISHI	45336	2.15	17654	.76
NISSAN	97057	4.54	109447	4.68
SAAB	5956	.28	7751	.33
SUBARU	21615	1.02	36134	1.55
TOYOTA	167627	7.83	141550	6.06
VOLKSWAGEN	24763	1.16	27629	1.18
VOLVO	21506	1.01	25744	1.02
OTHERS	13552	.62	18535	.78
TOTAL OTHER IMPORTS	727804	34.04	715020	30.61
GRAND TOTAL ALL IMPORT CARS	808263	37.80	816459	34.95

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	5854	.33	7898	.66
DODGE RAIDER	861	.05	1620	.14
CHEVROLET GEO TRACKER	6734	.38	2171	.18
OTHER IMPORTS				
ISUZU	25354	2.19	22691	1.89
MAZDA	24988	2.16	27785	2.32
MITSUBISHI	11147	.96	9800	.82
NISSAN	36425	3.15	41122	3.43
SUZUKI	4053	.35	8051	.67
TOYOTA	60715	5.20	59883	4.99
VOLKSWAGEN	1317	.11	965	.08
OTHERS	1754	.15	1173	.10
TOTAL OTHER IMPORT TRUCKS	165232	14.28	171438	14.30
GRAND TOTAL ALL IMPORT TRUCKS	176981	15.27	181177	15.28

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888808	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

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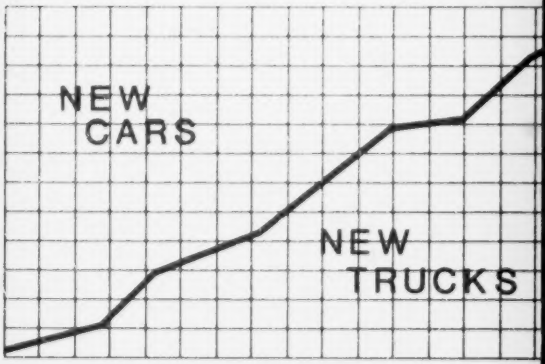
AUTOMIS

3775-3

APRIL
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	13681	20422	67.02	1.82	2.42
LEBARON	7439	9027	82.41	.99	1.07
NEW YORKER	3964	9065	43.73	.53	1.07
5TH AVE	90	1579	5.70	.01	.19
IMPERIAL	87			.01	
DODGE	24621	43628	56.44	3.28	5.18
DAYTONA	2842	8429	33.72	.38	1.00
SHADOW	5067	6598	76.80	.67	.78
SPIRIT	3715	6305	100.50	.50	.75
DYNASTY	5178	11473	53.85	.69	1.37
ARIES	220	3611	6.06	.03	.43
PLYMOUTH	19610	25641	76.48	2.61	3.04
HORIZON	1735	252	66.20	.23	.31
SUNDANCE	4634	6898	68.07	.62	.82
ACCLAIM	7945	7595	103.24	1.06	.91
RELIANT	255	1391	7.52	.03	.40
LASER	1432	265	271.09	.48	.15
EAGLE	4274	6572	65.03	.57	.78
PREMIER	1154	3916	30.54	.16	.46
TALON	1748			.23	
CHRYSLER CORP	62134	95453	64.61	8.28	11.42
FORD	112981	136672	83.15	15.04	16.35
ESCORT	22679	27326	81.93	3.05	3.31
PROBE	9124	10958	84.44	1.21	1.28
MUSTANG	10361	15421	67.49	1.38	1.83
TEMPO	18050	21427	84.29	2.40	2.54
TAURUS	28303	33338	84.90	3.76	3.97
CROWN VICTORIA	9059	9890	91.70	1.21	1.17
THUNDERBIRD	10229	12631	81.04	1.36	1.50
LINCOLN	19391	16305	118.91	2.58	2.91
MERCURY	32649	45151	78.66	4.35	5.11
TOPAZ	1205	8019	85.89	.96	.95
SABLE	7334	11256	69.59	1.02	1.30
COUGAR	8045	9275	86.75	1.07	1.10
GRAND MARQUIS	8690	9440	92.06	1.17	1.12
LINC/MERC DIV.	52641	61138	86.10	7.01	7.25
FORD MOTOR CO.	165562	197810	83.67	22.05	23.47
BUICK	44104	46830	94.17	5.91	5.52
SKYHAWK	1804	1865	97.34	.01	.23
SKYLARK	7432	5476	135.67	.99	.65
CENTURY	9598	11617	82.62	1.28	1.39
REGAL	6367	7209	88.33	.85	.85
LESABRE	14671	10597	137.94	1.96	1.26
RIVIERA	2038	1946	104.73	.27	.23
REATTA	606	605	100.11	.08	.07
CADILLAC	22109	22494	98.29	2.94	2.67
ALLANTE	236	295	80.00	.03	.03
ELDORADO	2292	3072	74.61	.30	.36
SEVILLE	2488	2079	119.67	.33	.25
CHEVROLET	120592	118089	102.12	16.07	14.00
PRIZM	3133	2594	305.04	1.22	.30
CELEBRITY	2394	16071	14.89	.32	1.91
LUMINA	13962			2.55	.16
CORSICA	16737	18014	92.91	2.23	2.14
BERETTA	7111	15322	50.33	1.03	1.82
CAVALIER	26637	25836	103.10	3.56	3.04
CAMARO	5350	10529	50.81	.78	1.25
CORVETTE	1581	1972	101.54	.22	.40
OLDSMOBILE	44234	54334	81.41	5.85	6.44
CALAIS	9152	8006	114.44	1.22	.95
CUTLASS CIERA	10385	11597	89.02	1.38	2.08
CUTLASS	10955	7655	143.10	1.46	.91
TORONADO	1310	720	183.06	.18	.09
PONTIAC	51373	64053	80.20	6.84	7.60
SUNBIRD	7348	9365	78.43	.98	1.11
GRAND AM	19200	17122	112.14	2.55	2.03
6000	3813	6837	55.77	.51	.81
BONNEVILLE	5162	8160	63.20	.69	.97
FIREBIRD	3086	6827	45.20	.41	.81
GRAND PRIX	10639	10866	97.91	1.42	1.29
GEN. MTRS. CORP	282744	305403	92.58	37.65	36.23
MISC. DOMESTIC	274	12	1,283.67		
OTHER IMPORT	24086	24283	99.19	3.21	2.88
U.S. TOTAL	751658	843550	89.09		

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UNITED STATES SUMMARY R. 1-90
APRIL 1990 ISSUED 08/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	52179	77491	71.00	1.60	2.31	203352
LEBARON	23892	29385	81.30	.83	.92	92700
NEW YORKER	18195	35610	51.10	.83	1.12	87244
5TH AVE	402	5981	6.72	.01	.19	11973
IMPERIAL	3562	-	-	.12	-	14677
DODGE	100177	140414	71.34	3.68	4.67	454893
DAYTONA	11230	22519	49.87	.39	.71	68719
SHADOW	20196	25636	78.78	.70	.81	93578
SPIRIT	29526	16803	175.75	.99	.50	71009
DYNASTY	29184	40549	71.97	1.01	1.27	111911
ARIES	1598	15215	10.50	.06	.48	35569
PLYMOUTH	80445	88334	91.07	2.78	2.78	304911
HORIZON	7268	10955	71.71	.27	.34	39894
SUNDANCE	17269	26653	64.78	.60	.84	95597
ACCLAIM	32107	18948	169.45	1.10	.60	68884
RELIANT	1964	14588	13.46	.07	.46	35702
LASER	14678	3067	478.58	.51	.10	18839
EAGLE	11784	24319	73.50	.62	.76	70857
PREMIER	495	14248	3.82	.17	.44	40983
TALON	7922	-	-	.28	-	5909
CHRYSLER CORP.	256675	334558	76.72	8.88	10.52	1034153
FORD	428764	516126	83.00	14.81	16.24	1528867
ESCORT	86616	116152	74.57	3.00	3.65	344260
PROBE	34986	39547	88.47	1.21	1.24	125545
MUSTANG	38693	62186	62.22	1.34	1.96	184384
TEMPO	75044	81044	92.60	2.60	2.55	234595
TAURUS	105418	116510	90.48	3.62	3.68	351036
CROWN VICTORIA	31690	34469	91.94	1.11	1.10	108353
THUNDERBIRD	33160	40531	81.81	1.15	1.27	120801
LINCOLN	19228	63351	118.75	2.80	1.99	197971
MERCURY	123607	151729	81.47	4.28	4.77	460185
TOPAZ	26354	30213	87.23	.91	.95	86449
SABLE	31408	38855	80.84	1.09	1.18	112277
COUGAR	26608	33175	80.20	.92	1.04	99117
GRAND MARQUIS	33620	34466	97.55	1.17	1.08	111681
LINC/MERC DIV.	199929	221080	90.43	6.92	6.95	670951
FORD MOTOR CO.	628693	737206	85.27	21.73	23.19	2199818
BUICK	106127	117189	90.55	3.67	3.68	360060
SKYHAWK	638	6837	9.33	.02	.22	17419
SKYLARK	29586	18609	158.99	1.02	.59	83788
CENTURY	39644	46863	84.60	1.37	1.46	135842
REGAL	19385	26290	73.75	.67	.83	79215
LESABRE	30411	37615	138.22	1.75	1.18	144820
RIVIERA	6584	6270	105.01	.23	.20	19319
REATTA	1723	2099	82.09	.06	.07	7929
CADILLAC	83740	89866	93.19	2.90	2.83	271297
ALLANTE	501	958	74.05	.03	.03	3112
ELDORADO	7525	10645	70.69	.26	.34	30508
SEVILLE	8700	8099	107.55	.31	.25	23630
CHEVROLET	431580	435436	99.11	14.92	13.70	1354854
PRIZM	34547	6180	559.01	1.19	.19	70470
CELEBRITY	81775	71660	113.84	2.82	2.25	240285
LUMINA	71990	2527	-	2.49	.08	101640
CORSICA	60130	65087	92.38	2.08	2.05	190487
BERETTA	31361	53097	59.08	1.08	1.67	145718
CAVALIER	97534	100719	96.84	3.38	3.18	302380
CAMARO	21752	35820	60.73	.75	1.13	99871
CORVETTE	6133	5790	105.92	.21	.18	22915
OLDSMOBILE	187324	205818	91.30	5.19	6.47	609708
CALAIS	31040	29480	105.34	1.07	.94	96980
CUTLASS CIERA	40477	85969	61.03	1.40	2.68	134161
CUTLASS	40966	35858	114.12	1.42	1.13	101593
TORONADO	4482	2812	159.39	.16	.09	9765
PONTIAC	188083	243139	77.36	6.51	7.65	695437
SUNBIRD	32050	29880	107.26	1.11	.94	102858
GRAND AM	83608	70258	90.54	2.28	2.22	204829
6000	16204	25511	83.50	.56	.80	89459
BONNEVILLE	21968	31236	70.33	.76	.98	89399
FIREBIRD	11781	19599	80.11	.41	.62	55666
GRAND PRIX	34339	46217	74.30	1.19	1.45	114584
GEN. MTRS. CORP	1039320	1198107	90.31	35.87	38.12	3481161
MISC. DOMESTIC	32	32	100.00	-	-	134
OTHER IMPORT	84921	85362	101.03	33.52	30.17	3131661
U.S. TOTAL	2891112	3170201	90.94			9852817

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	110189	26.10	399784	411751	97.08	25.47	25.33
CHRYSLER	220	.05	1044	-	-	.07	-
DODGE	38206	9.26	168073	181503	92.58	10.71	11.17
FORD	125477	30.40	461737	475570	98.28	29.44	29.48
FREIGHTLINER	1954	.47	8054	9242	87.15	.51	.57
G.M.C.	32090	7.78	111472	115703	98.34	7.10	7.12
HINO	202	.05	747	708	105.81	.05	.04
ISUZU	8808	2.13	37669	32529	115.86	2.40	2.00
IVECO	228	.05	757	597	126.96	.05	.04
JEEP	14684	3.56	84979	78777	84.63	4.14	4.72
JOHN DEERE	334	.08	1303	2384	54.66	.08	.15
KENWORTH	1319	.32	5166	6730	76.76	.33	.41
MACK/MIDLINER	1715	.42	5835	9180	63.56	.37	.56
MERCEDES BENZ	129	.03	539	605	80.90	.03	.04
MITSUBISHI FUSO	285	.07	1082	1193	90.70	.07	.07
NAVISTAR	5162	1.25	20794	24735	84.07	1.32	1.52
OLDSMOBILE	2038	.49	6028	-	-	.38	-
PETERBILT	1179	.29	4543	8531	89.56	.29	.40
PLYMOUTH	12090	2.93	63038	59771	105.47	4.02	3.68
PONTIAC	2791	.68	7878	-	-	.50	-
SCANIA	7	-	41	41	100.00	-	-
UD	187	.04	606	596	101.68	.04	.04
VOLVO	85	.02	281	422	66.59	.02	.03
WESTERN STAR	78	.02	356	538	66.17	.02	.03
WHITEGMC	1396	.34	4875	6244	78.07	.31	.38
OTHER IMPORTS	51324	12.44	191226	197395	96.87	12.18	12.14
MISC. DOMESTIC	483	.12	1615	1087	148.57	.10	.07
M. & H. AVAL	412520		1569541	1626002	96.53		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	221644	165832	5310	524	85	2334	2012	67
CHRYSLER	1044	-	-	-	-	-	-	-
DODGE	126786	41307	-	-	-	-	-	-
FORD	254053	205506	-	8095	-	1595	8857	3831
FREIGHTLINER	-	-	-	-	-	-	-	8054
G.M.C.	50017	53254	730	310	840	1091	5020	150
HINO	-	-	89	-	129	102	347	-
ISUZU	33418	-	2685	220	120	1015	197	-
IVECO	-	7	480	150	66	144	-	-
JEEP	84955	24	-	-	-	-	-	-
JOHN DEERE	-	1	48	992	284	-	-	-
KENWORTH	-	-	-	-	-	-	108	5066
MACK/MIDLINER	-	-	-	-	-	344	823	4858
MERCEDES BENZ	-	-	-	-	-	186	352	-
MITSUBISHI FUSO	-	-	572	-	229	79	202	-
NAVISTAR	-	-	-	14	33	3328	8721	8710
OLDSMOBILE	6028	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	151	4392
PLYMOUTH	63038	-	-	-	-	-	-	-
PONTIAC	7878	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	41
UD	-	-	203	-	224	76	103	-
VOLVO	-	-	-	-	-	-	261	20
WESTERN STAR	-	-	-	-	-	-	-	356
WHITEGMC	-	-	-	-	-	-	-	4875
OTHER IMPORTS	190780	440	-	-	-	-	-	-
MISC. DOMESTIC	142	140	-	32	43	291	47	920
TOTAL	1001849	468511	10107	10363	2019	10563	26703	41344
1989 TOTAL	1012623	484393	11338	11489	2665	11486	30324	52187
1990 VS '89	98.90	96.71	89.14	90.20	75.76	91.96	88.05	79.23

MANUFACTUERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	20065	.69	16159	.51
CHEVROLET SPECTRUM/STORM	33204	1.15	19490	.61
CHRYSLER CONQUEST	332	.01	2294	.07
DODGE COLT DL/SW	5401	.19	11142	.35
DODGE COLT VISTA SW	1637	.06	2401	.08
EAGLE MEDALLION	141	-	2960	.09
EAGLE SUMMIT	4850	.17	7105	.22
FORD FESTIVA	20751	.72	25186	.79
GM LOTUS	48	-	59	-
L-M XR4	195	.01	1714	.05
L-M SCORPIO	898	.03	4286	.13
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	-	-	-	-
PLYMOUTH COLT DL/SW	5537	.19	17022	.54
PLYMOUTH COLT VISTA SW	5488	.19	10094	.32
PONTIAC LEMANS	1063	.04	2286	.07
OTHERS	7979	.28	17240	.54
TOTAL DOMESTIC SPONSORED IMPORTS	1540	.05	217	.01
	108534	3.75	139657	4.39
OTHER IMPORTS				
ACURA	39592	1.37	42560	1.34
AUDI	6310	.22	5601	.18
BMW	17721	.61	25118	.79
HONDA	210836	7.28	196646	6.20
HYUNDAI	43554	1.51	65185	2.05
INFINITI	4627	.16	-	-
ISUZU	1345	.05	5898	.19
LEXUS	16711	.58	-	-
MAZDA	73696	2.55	71492	2.25
MERCEDES BENZ	23206	.80	22727	.71
MITSUBISHI	56141	1.94	25245	.79
NISSAN	131158	4.54	148212	4.66
SAAB	7795	.27	10256	.32
SUBARU	50180	1.74	48529	1.53
TOYOTA	225171	7.79	194953	6.13
VOLKSWAGEN	34508	1.19	39965	1.23
VOLVO	28759	.99	31524	.99
OTHERS	17560	.61	24005	.76
TOTAL OTHER IMPORTS	969212	33.52	959922	30.17
GRAND TOTAL ALL IMPORT CARS	1077746	37.28	1099579	34.57

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

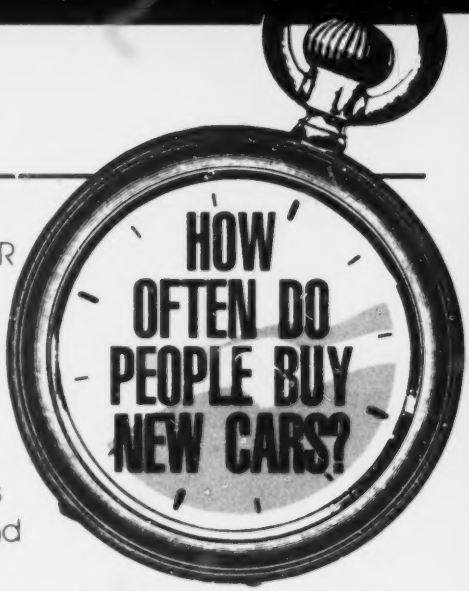
DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	4881	.31	10443	.64
DODGE RAIDER	1007	.06	1996	.12
CHEVROLET GEO TRACKER	9334	.59	2890	.18
OTHER IMPORTS				
ISUZU	33438	2.13	29775	1.83
MAZDA	34047	2.17	37667	2.32
MITSUBISHI	14333	.91	12871	.79
NISSAN	52021	3.31	54081	3.32
SUZUKI	5280	.34	10661	.66
TOYOTA	81329	5.18	79260	4.87
VOLKSWAGEN	1899	.12	1371	.08
OTHERS	2324	.15	1594	.09
TOTAL OTHER IMPORT TRUCKS	224671	14.31	221170	13.97
GRAND TOTAL ALL IMPORT TRUCKS	239899	15.28	242505	14.91

UNITED STATES SUMMARY

*COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE REPUBLISHING OR SHARING PROHIBITED *

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10880608	4675192
1986	11139842	4801021
1987	10165660	4963808
1988	10479931	5211100
1989	9852617	5103195



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